A black and white photograph of three people wading through a river. They are carrying a small, light-colored boat. The river is surrounded by dense trees and foliage. The scene is captured from a low angle, looking down the river.

Wisconsin's Fish & Wildlife Annual Report 2000–2001



STATE OF WISCONSIN
DEPARTMENT OF NATURAL RESOURCES

101 S. Webster Street, 5th floor, Madison, Wisconsin • 608-266-2121

Darrell L. Bazzell
Secretary

Dear Friend,

I'm pleased to deliver to you your 2000–2001 Wisconsin Fish and Wildlife Account annual report.

You asked us to provide you with details on how the department uses your Fish and Wildlife Account dollars. As you look through the pages of this, our fourth annual report to you, you can see the work your dollars support, and how other department funds are used to benefit hunting and angling in Wisconsin.

This past year saw significant progress in a couple of areas: First, Governor Scott McCallum reaffirmed the department's structure as an integrated agency including fish, wildlife and forestry in the state budget. Following this action, I directed department senior staff to take a good look at the reorganization we underwent in 1996 and fine tune our organizational framework to be more responsive to you, our customer. I expect results from this effort to be implemented in 2002.

Second, I have directed staff from fisheries and habitat, wildlife, forestry, law enforcement, communication and education, parks, research and others to assess the progress we've made toward the goals set out in the Future of Hunting, Fishing and Trapping 2020 Report to the state Natural Resources Board (commonly called the March Report). This spring we will report to the Natural Resources Board on progress we have made in assuring the robust future of hunting, fishing and trapping in Wisconsin. I think you'll be impressed with what we have accomplished together in just a few short years.

This is your report. It is important to me and to department staff that we provide you with the best information possible on how we are investing your precious fish and wildlife dollars. I hope you will take a close look at this report and let me know if there is any way we can make it more informative for you.

Have a great year hunting and fishing in Wisconsin!

Darrell Bazzell

Wisconsin's Fish & Wildlife Annual Report

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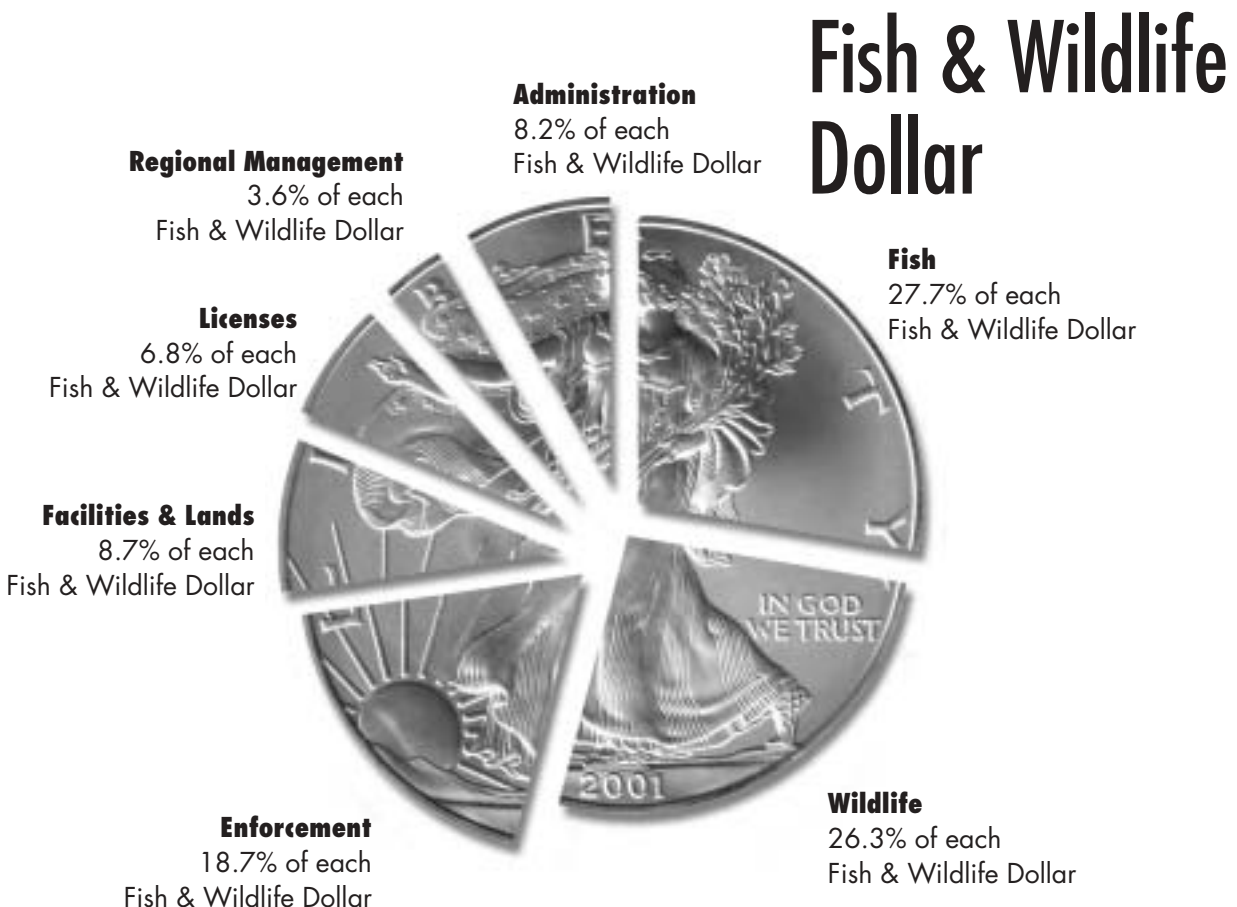




Introduction

Your support is vital to maintaining and improving opportunities to protect and enhance fish and wildlife populations and ensure good hunting and fishing for all. In Fiscal Year 2001 (FY01), we spent \$85.5 million of hunters' and anglers' dollars. The \$85.5 million represents 17.2% of the total funds DNR spends on all programs. This money covers a variety of activities that support hunting and fishing in Wisconsin such as selling licenses; paying professionals who manage fish and wildlife populations; communicating with the public; buying public hunting and fishing grounds; enforcing laws; improving habitat; stocking fish; keeping conservation wardens in the field; providing legal support for land purchases and counsel in enforcement cases; conducting education and outreach; and the general costs of doing business such as paying the bills and hiring staff.

In this report, the \$85.5 million Fish & Wildlife Account portion of the \$498 million total DNR expenditure is split into seven categories: Fish, Wildlife, Enforcement, Facilities & Lands, Licenses, Regional Management, and Administration. A group representing hunters and anglers from throughout the state chose these categories. The chapters of this report will show how we spend these funds and what the department achieved in each of the seven categories.



Other Funding Sources

While the Fish & Wildlife Account is vital to our mission, other funding sources directly benefit hunting and angling. When we are able to use funding in a more integrated way (while still honoring the integrity of the funding source) we can maximize the effects and provide broader benefits with less money.

Some examples of the broader benefits are easy to see. Such as:

Forestry funds: provide 442,428 acres for habitat, camping, hiking, hunting and fishing.

Parks funds: provide habitat, fishing and some hunting programs as well as educational programs on-site about fish and wildlife and outdoor skills.

Endangered Resources funds: provide habitat for fish and wildlife on about 80,000 acres of state managed natural areas; fishing, hunting and wildlife viewing opportunities at many of these sites; informational materials about fish and wildlife; management of many nongame and endangered or threatened species; and survey and inventory information on a wide range fish and wildlife.

Boating, ATV and Snowmobile funds: provide safety programs, enforce laws, maintain boat ramps and trails to give anglers and hunters access to safe and enjoyable fishing and hunting.

General tax revenue and bonding (such as the Stewardship Program): provide habitat for fish and wildlife as well as public hunting, fishing and wildlife observation on about 135,000 acres of land surrounding the Chippewa, Turtle Flambeau and Willow flowages, the Great Addition property in four northern counties and on several large rivers in Wisconsin.

Some benefits may seem less apparent, but contribute to the quality of hunting and fishing in Wisconsin just the same:

Clean Air Funds: reduce airborne toxins such as mercury that end up in the fish we eat.

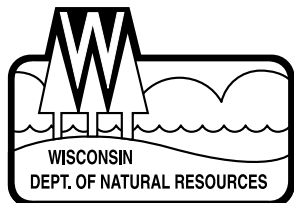
Wetland Protection Funds: provide protection and mitigation of wetlands, which serve as nurseries and good habitat for fish and wildlife.

Nonpoint Funds: provide erosion and runoff control to improve water quality, clarity and temperature and ensure healthy habitat for fish and wildlife.

Wisconsin Natural Resources Magazine: provides information on important issues to hunters, anglers, non-hunters and non-anglers in Wisconsin. The magazine is provided as part of Conservation Patron License benefits and also is available to other readers by subscription.



\$498 million total DNR Costs FY01



Fish

Chapter 1

Protecting, improving and managing Wisconsin's fisheries resources and aquatic habitats for the benefit of all the state's citizens.

Who pays for the fisheries program? Support for the fisheries program from license fees and federal aid has remained stable. The Fish & Wildlife Account pays for \$23.7 million or 76% of the \$31 million fisheries program and 267 of its 342 positions. The additional 75 positions and \$7.3 million are provided through general tax funds, federal funding from the U.S. Environmental Protection Agency, water regulation permits and other fees and federal grants.

Where does your Fish & Wildlife money go? (in millions of dollars)

Evaluate fish populations and conduct research	7.4
Rear and stock fish	5.6
Protect and improve habitat	3.9
Inform and educate the public	0.5
Develop rules and regulations	0.3
Pay program operations costs	6.0
Total	\$23.7

What has your money accomplished in 2000–2001?

Evaluate fish populations and conduct research: We sampled 413 stream sites and more than 130 lakes, rivers and flowages. We also generated walleye population estimates on 33 lakes, and conducted creel surveys on 21 inland lakes and the Great Lakes. This was done to assess stream and lake health, the size and age distribution of fish populations, stocking success rates and the effectiveness of various regulations.

Protect and improve habitat: We improved fish habitat and protected existing habitat from illegal shoreline development to increase the number, size and spawning success of trout, walleye, bass, northern pike and other game fish.

Raise and stock fish: Natural reproduction is the key to sustainable fish populations, but stocking continues to play an important role in inland waters. It also plays a crucial role in maintaining our Great Lakes trout and salmon fisheries. We stocked 15.5 million fish last year and our fish health program ensured that our hatcheries could be more productive and stock healthier fish.



27.7% of each
Fish & Wildlife
Dollar



Major sport fish species stocked by the DNR

Species	Total Fish Stocked	Small Fingerling	Large Fingerling	Yearling	Adult (Broodstock)
Brook Trout	452,156	68,669	185,474	196,910	1,103
Brown Trout	2,805,762	412,400	1,124,499	1,229,467	39,396
Chinook Salmon	2,022,856	2,022,856			
Coho Salmon	510,740		100,243	410,497	
Hybrid Muskellunge	22,127	16,882	5,051	194	
Lake Sturgeon	27,022		25,507	1,515	
Lake Trout	193,676	100,000	20,000	73,676	
Largemouth Bass	222,774	12,250	210,524		
Muskellunge	182,512	77,400	104,335	777	
Northern Pike	105,616	76,906	28,710		
Rainbow Trout	1,060,856	35,210	32,673	991,310	1,663
Splake	141,191			141,191	
Walleye	7,738,637	7,697,281	41,356		
Statewide*	15,485,925	10,519,854	1,878,372	3,045,537	42,162

* Numbers do not include fry stocking or fry plant back (which is removing, safely hatching and returning fry to their original location).

Inform and educate the public: DNR staffed and coordinated booths at the State Fair and the Ducks Unlimited Outdoors Festival, which approximately 1 million people attended. We trained 175 new volunteer school teachers, fishing club members, camp staff and youth mentors this year, giving them resources to introduce youngsters to fishing and aquatic resources.

We've made fishing equipment available for loan at five more locations statewide to help groups, families, and individuals take that step outside. More than 100,000 people visited spawning facilities this year, including 45 school groups at one facility alone.

Develop rules and regulations: We revise regulations to respond to changes in fish populations and feedback from the public. We try to balance offering a range of fishing experiences using special regulations with the need to keep regulations simple while still protecting fish populations.

Pay program operation costs: We spent \$6.0 million on basic fisheries program services and tools including \$3.4 million in general fisheries work including planning; fish kill investigations; demonstration fish surveys; staff training sessions; and staff time to work directly with the public. The total also includes \$1.1 million in basic program services and equipment, and another \$0.9 million in administration, workers compensation costs and internal support services. The rest paid for general cooperative programs including \$346,000 for the Mississippi River Lower St. Croix, a partnership that directs millions of federal dollars to improve Mississippi River fish habitat.

Where are we going in 2001–2002?

Evaluate fish populations and conduct research:

We'll continue to determine lake and stream health by monitoring fish communities and aquatic habitat quality to identify negative trends so we can work with others to reverse these trends.

Protect and improve habitat: We plan to improve trout habitat along 30 miles of streams, and work with landowners, angling groups and lake associations to protect and restore habitat along lake shorelines. We will also work with farmers on new federal programs to improve habitat along rivers and streams.

Raise and stock fish: We'll continue to improve hatchery operations through information gained from several current studies designed to refine hatchery techniques and improve the cost-effectiveness of hatchery operations.

How is fisheries work funded?

Funding Source	Dollars (in millions)	Percent
Fish & Wildlife Account		
License Fees	14.4	46
Salmon Stamp	1.5	5
Trout Stamp	1.5	5
Sport Fish Restoration	5.3	17
Misc. grants and donations	1.0	3
Subtotal, Fish & Wildlife Account	23.7	76
Rest of the Conservation Fund *	1.4	5
General Taxes (GPR)	5.9	19
Total	31.0	100

* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



Chapter 2

Wildlife

Managing, preserving and promoting Wisconsin's wildlife populations and their habitats and promoting wildlife enjoyment and appreciation to benefit current and future generations

Who pays for the wildlife program?

The Fish & Wildlife Account pays for \$22.5 million or 77% of the \$29.1 million wildlife program and 158 of its 220 positions. The additional 62 positions and \$6.6 million are provided through general tax funds, the Endangered Resources state income tax checkoff and state vehicle license plate sales, federal and state grants and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go? (in millions of dollars)

Conduct research and monitor diseases	4.1
Develop regulations, issue permits, reimburse farmers	4.9
Improve habitat and manage non-game species	5.2
Manage public lands	3.5
Stock game species	.8
Inform and educate the public	1.8
Pay program operations costs	2.2
Total	\$22.5

What did your money accomplish in 2000–2001?

Conduct research and monitor disease: Wildlife disease monitoring focused on surveillance for significant emerging diseases. A dead bird surveillance program was initiated to detect and monitor the spread of West Nile virus in Wisconsin; from 240 birds tested, 58 positive birds were detected in five counties. Surveillance for bovine tuberculosis (TB), chronic wasting disease (CWD), and other significant diseases for Wisconsin's white-tailed deer revealed no evidence of TB or CWD. Routine monitoring of sick or dead native wildlife found in the state provided information on the incidence of diseases and mortality. Our staff conducted 1,311 surveys of wildlife populations and banded more than 9,000 waterfowl to track their movements.

Develop regulations and issue permits: We worked with citizens and conservation groups at 338 public meetings to set quotas and hunting rules and regulations. We responded to nearly 6,600 complaints about nuisance wildlife and issued 2,147 permits to raise, rehabilitate, stock and collect game species.



26.3% of each
Fish & Wildlife
Dollar



Improve habitat and manage wildlife species: Our staff restored wetlands, created and maintained grasslands and forest openings, and built nests, dams, and other structures to create or enhance habitat on five million acres of publicly-owned land and about 13,105 acres of privately-owned land. In addition, staff provided technical assistance enabling 1,680 landowners to improve habitat on their land. Habitat improvement benefits common and endangered or threatened species.

Habitat Projects Completed in 2000 and 2001 on public and private lands

Activities	Public Lands	Private Lands
Restored/established wetlands	101 wetlands on 491 acres	106 wetlands on 244 acres
Established/maintained forest openings	1,394 openings on 4,215 acres	—
Restored/established grasslands	1,975 acres	2,405 acres
Developed woodlands /brushlands	717 acres	—
Parking lots/access sites developed	66	—

Manage public lands: We improved access by leasing 101,934 acres to serve as public hunting grounds and acquiring 4,288 acres for long-term wildlife management. Our wildlife staff manage about 500,000 acres of hunter-accessible public lands to provide suitable habitat for game species.

Stock game species: While we stress maintaining healthy wildlife populations by enhancing habitat, stocking operations also are important for certain species. We raised and released 55,300 pheasants on 149 state properties and provided 65,000 day-old chicks to 108 conservation and hunting groups who raise and release the birds.

Reimburse farmers for wildlife damage: Issued 519 shooting permits and \$1.5 million in claims—a dollar from every license—to farmers for crops damaged by bear, deer and geese in 2000.

Inform and educate the public: Our interpretive programs and outdoor skills classes reached more than 54,700 people ranging from toddlers to senior citizens. More than 100 disabled hunters participated in special hunts. We reached the broader public through 1,200 media articles and interviews, and by answering questions for 591 staff-days at fairs, sports shows and Farm Progress Days.

Venison donations: Wisconsin hunters donated 4,189 deer to the 2001 Venison Donation Program, resulting in approximately 188,000 pounds of meat donated to needy families across Wisconsin. Partners included government agencies; nonprofit volunteer organizations; venison processors; and many food pantry volunteers statewide.

Where are we going in 2001–2002?

Habitat Protection: For the past 15 years, your wildlife staff have given special attention to federal farm conservation programs that offer tremendous ability to improve habitats for farmland wildlife. We will increase the amount of wetlands enrolled in the Wetland Reserve Program and establish 20,000 acres of grassland habitat in the Conservation Reserve Enhancement Program. Contact your local wildlife biologist to learn how you can help.

Bird Conservation: The department is one of over 100 partners in the exciting new Wisconsin Bird Conservation Initiative (WBCI). We will help develop a comprehensive approach to bird conservation in Wisconsin by devoting nearly \$300,000 of new federal funding for bird watching trails, research on uncommon warblers, habitat assessments, and Important Bird Areas.

Customer Service: As we prepare to celebrate 75 years of modern-day wildlife conservation in 2003, we will continue to work with you to support Wisconsin wildlife.

How is wildlife work funded?

Funding Source	Dollars (in millions)	Percent
Fish & Wildlife Account		
License Fees	9.8	34
Turkey Stamp	.5	2
Pheasant Stamp	.4	1
Waterfowl Stamp	.4	1
Pittman Robertson Federal Aid	4.9	17
Wildlife damage surcharge	2.9	10
Misc. grants and donations	3.6	12
Subtotal, Fish & Wildlife Account	22.5	77
Rest of Conservation Fund	2.3	8
General Taxes	3.9	14
Other Funds	.4	1
Total	29.1	100

* Rest of Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



Chapter 3

Enforcement

Ensuring the right of all people to safely use, share and enjoy Wisconsin's natural resources through firm, fair and effective law enforcement, education, and partnerships with individuals and groups to prevent poaching and other problems.

Who pays for the enforcement program?

The Fish and Wildlife Account pays for \$16 million or 62% of the enforcement program's \$25.8 million budget and 136 of its 229 positions. The additional 93 positions and \$9.8 million are provided through general tax funds, Environmental Fund, Recycling Fund and the rest of the Conservation Fund.

Where does your Fish and Wildlife money go? (in millions of dollars)

Enforce fishing, hunting and trapping laws	14
Inform and educate the public	0.7
Provide hunter education	1
Manage car-killed deer disposal	0.3
Pay program operations costs	<0.1
Total	\$16

What did your money accomplish in 2000–2001?

Enforce wildlife, fish and trapping laws: Our conservation wardens protect Wisconsin's natural resources and help ensure good and fair hunting, fishing and trapping opportunities. We check hunters, anglers and trappers for the required licenses, and ensure that people follow Wisconsin bag and season limits and laws governing methods of taking game. Wardens also are responsible for reviewing applications and conducting inspections and audits in connection with special permits and licenses required of disabled hunters, taxidermists, wild ginseng and wild rice dealers, fishing guides, fur and game farms, and other individuals or operations involving wildlife. Wardens investigate thousands of citizen complaints about poaching and other potential violations of Wisconsin's hunting and fishing regulations each year. In addition to fish and wildlife protection, wardens protect habitat and public health through enforcing environmental and a variety of recreational safety laws. We rely on and appreciate the public's interest in helping to preserve all our natural resources.

In our year-long training program, new wardens receive a mix of classroom and in-the-field instruction, as well as supervised patrol assignments under a veteran warden. Veteran wardens are required by law to be certified



18.7% of each
Fish & Wildlife
Dollar



annually as law enforcement officers. Each year, the recertification includes learning new laws and investigative techniques and testing firearms skills and competency. Warden supervisors coach and direct field wardens to ensure laws are enforced fairly and consistently across the state.

Inform and educate the public: Because Wisconsin's fish and wildlife regulations are complicated and change frequently, informing people about these rules and why they're necessary is an important part of conservation warden duties. Our wardens present this information at schools, conservation, civic club and other group meetings and work with the local media. Wardens work to prevent and reduce accidents, user conflicts and violations through these educational efforts.

Provide hunter education: Teaching hunters to handle firearms safely and to follow other safe and ethical hunting practices has helped reduce the hunting accident rate in Wisconsin by 90% since the program began in 1967. More than 751,000 students have graduated from Wisconsin's hunter education courses in the last 34 years. Volunteers teach the classes, but wardens recruit instructors and coordinate the program, publicize safe hunting practices, and make presentations during the courses. In 2000–01, 4,622 volunteer instructors trained 32,462 students. The hunter education program also provides access to shooting ranges through cooperative efforts with clubs. Additionally, conservation wardens oversee similar programs for boating, snowmobiling, and all-terrain vehicles.

Manage vehicle-killed deer disposal: In recent years, vehicle-deer crashes have killed more than 45,000 deer each year. We contract to have unclaimed deer hauled away from the roadside and disposed of. In 2000–01, we awarded contracts worth \$625,000—half of which comes from general tax revenue—to dispose of deer in 67 counties.

Pay program operations costs: Planning enforcement work, cooperating with other DNR programs, and paying for equipment, repairs, insurance and salary adjustment costs are all vital to getting the job done. Without these basic services and tools, our wardens stationed statewide would not be able to do their jobs of protecting wildlife and habitat.

Where are we going in 2001–2002?

Enforce wildlife, fishing, trapping laws: With only one or two field conservation wardens in most

counties, our enforcement program will continue its focus on “community wardening,” encouraging conservation wardens to become actively involved in local organizations and in building partnerships with citizens, public officials, media, legislators and private and public groups in their area. Wardens will devote more effort to ensuring that commercialization of natural resources such as wild ginseng, turtles, clams, and inland and Great Lakes fish doesn't deplete those species. We will continue to make the best use of available technologies to help us perform our duties and serve the public as efficiently and quickly as possible.

With current and pending warden retirements, efforts to recruit and train new wardens will be increasingly important. We will make this a priority in order to ensure the safety and protection of Wisconsin's natural resources and the people who enjoy them.

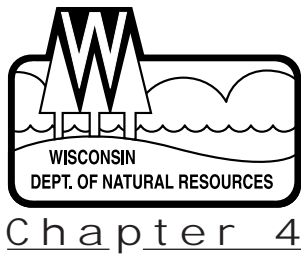
Provide hunter education: An important priority for our law enforcement program is to continue to promote responsible conduct by natural resource users. Everyone involved in the hunter education program will strive to eliminate accidents so that all hunters, anglers and other people enjoying outdoor recreation will return home safely.

In addition to fish and game funding sources, other funding sources allow us to hire 93 additional conservation wardens and staff who, in addition to fish and game duties, can devote time to habitat, environmental protection and recreational public safety duties that benefit all citizens and our natural resources.

How is fish and game enforcement work funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund		
License Fees	15	58
Pittman Robertson Hunter Safety	1	4
Subtotal, Fish and Wildlife Fund	16	62
Rest of the Conservation Fund*	4.1	16
General Taxes	4.5	17
Environmental Fund	1.1	4
Recycling Fund	0.1	<1
Total	25.8	100

* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



Facilities and Lands

Buying, planning, and managing land, buildings, boat ramps, and other recreational facilities so that all citizens can enjoy Wisconsin's beauty and outdoor recreation.

Who pays for the facilities and lands program?

The Fish & Wildlife Account pays for \$7.4 million or 14% of the \$53 million facilities and lands program and 66 of its 156 positions. The additional 90 positions and \$45.6 million is provided through general tax funds, Environmental Fund, Recycling Fund, Petroleum Storage Cleanup Fund, Clean Water Fund and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go?

Acquire public hunting grounds, fisheries properties and boating access sites

Plan for public use of lands and facilities

Manage and maintain DNR lands

Design and build recreational and public use facilities

What did your money accomplish in 2000–2001?

Acquire land: Buying or otherwise securing rights to land provides Wisconsin residents and visitors access to nature and outdoor recreation opportunities and protects the state's natural scenic beauty and biological diversity. In 2000–01, we bought 8,131 acres of fish and wildlife lands costing approximately \$15 million, bringing the department's ownership to over 1.4 million acres, 68 percent of which is primarily for hunting and fishing.

Plan for public use of lands and facilities: We work with citizens to help develop "master plans" that identify activities allowed on certain properties—everything from building roads and parking areas to managing wildlife habitat and timber—and what the land will look like 10, 20 and 30 years down the road. Our staff develop "feasibility studies" to create new properties and expand existing properties. In 2000–01, we completed studies to expand Prince's Point, New Wood, Grand River Marsh, Joel Marsh, Vernon, Turtle Valley and Muddy Creek Wildlife areas, and continued studies for the proposed North Branch Milwaukee River Wildlife and Farming Heritage Area and the Lower Wolf River Bottomlands. We also continued master planning efforts for the Dell Creek Wildlife area.

Manage and maintain department lands: Ensuring that people have a safe, enjoyable experience on public conservation and recreation lands requires a lot of behind-the-scenes work. The work ranges from maintaining parking lots, roads, bridges, and campgrounds to sampling well water, managing



8.7% of each
Fish & Wildlife
Dollar



portable toilet contracts, assuring people with disabilities access to facilities and enforcing regulations on properties. We are responsible for developing basic management policies and procedures for all department properties, including the 942,000 acres that make up the state's wildlife and fishery areas. Our facilities and lands staff manages the land on 152 fishery areas and about 200 DNR-owned public boat access sites.

Design and build recreational facilities: People need roads, trails, parking, boat launches and restrooms to enjoy department-owned land. We work with other state agencies and with consultants and contractors to facilitate the design and construction of these structures. In 2000–01, we took 45 projects through the budget and design process and oversaw construction on a similar number of projects, including 10 boat access projects.

Where are we going in 2001–2002?

Land acquisitions: Acquire 15,000–plus acres across the state, many of which will be within fishery or wildlife areas.

Construction projects: Complete work on approved 2001–2003 capital development budget projects; oversee construction on approved projects, including 20 boat access projects; and begin putting together the 2003–2005 capital development budget.

Property planning: Complete feasibility studies for the proposed North Branch of the Milwaukee River Wildlife and Farming Heritage Area and Jefferson Marsh Area as well as the Lower Wolf River Bottomlands. We will also complete the master plan for the Dell Creek Wildlife Area and begin master planning for the North Branch of the Milwaukee River Wildlife and Farming Heritage Area. The department will continue implementation of the Stewardship 2000 program, which has an additional \$60 million a year approved through the state budget process beginning in July 2002. Increased funding (not the Fish & Wildlife Account but all bonded money from the General Fund) will help offset higher acquisition and development costs and also help the department take advantage of new opportunities to obtain and develop significant properties for public enjoyment and natural resource protection.

How is the facilities and lands program funded?

Funding Source	\$ (in millions)	Percent
Fish & Wildlife Account	7.4	14
Rest of Conservation Fund*	11.9	22
General Fund	31.7	60
Environmental Fund	1.1	2
Recycling Fund	0.2	<1
Petroleum Storage Cleanup Fund	0.4	1
Clean Water Fund	0.3	1
Total	53	100

* The rest of the Conservation Fund consists of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect funds.



Chapter 5

Licenses

Working to provide anglers and hunters with convenient ways to buy licenses, register their boats and get quick, consistent answers to their questions about regulations, licenses and natural resources.

Who pays for the license program?

The Fish & Wildlife Account pays for 51% of the \$11.2 million license program and 65 of its 139 positions. The additional 74 positions and \$5.4 million are provided through general tax funds, the Environmental fund, and the boat, all-terrain vehicle and snowmobile accounts of the Conservation Fund.

Where does your Fish & Wildlife money go?

Sell hunting, fishing, trapping licenses

Issue special wildlife harvest permits

Issue commercial farm and occupational licenses

Educate customers and license agents

Pay program operations costs

What has your money accomplished in 2000–2001?

Sell hunting, fishing, trapping and other licenses: State law requires people to buy licenses and permits for hunting, fishing and trapping. Through the use of the Automated License Issuance System (ALIS), these licenses are readily available and can be purchased directly from about 1,500 license agents located throughout Wisconsin, Minnesota, Illinois and Iowa. In addition, DNR sells licenses at 31 DNR service centers. The system gives the department vital marketing information in addition to promptly depositing revenue from the sale of hunting and fishing licenses through an electronic transfer of funds.

Licenses can also be purchased by phone using Mastercard or Visa. For licenses that do not require back tags and/or carcass tags, customers receive an authorization number, which allows them to immediately hunt or fish before they receive their license in the mail.

Development for Internet sales initiated: This year we offered license sales over the Internet, which enables hunters and anglers to order, pay for, print and use their licenses immediately. Licenses that require a back tag and /or carcass tag may be purchased online but will still be provided through the mail.

Issue Hunter's Choice and other special wildlife harvest permits: Through ALIS, application and issuance processes for special wildlife harvest permits are more efficient and accurate. For example, ALIS allows the immedi-



6.8% of each
Fish & Wildlife
Dollar



ate issuance of exterior and early goose permits. In addition, the system enables the department to meet federal requirements for the Harvest Information Program by surveying waterfowl hunters and forwarding the information to the U. S. Fish and Wildlife Service. Duplicate hunter's choice, goose, turkey and bear permits are now available at any license agent location.

Number of licensed hunters and anglers (depicts growth and seasonal fluctuations)

FY	Hunters	Anglers	Total
1995	784,003	1,357,428	2,141,431
1996	813,111	1,374,809	2,187,920
1997	739,345	1,401,050	2,140,395
1998	742,669	1,468,061	2,210,730
1999-00*	769,420	1,374,185	2,143,605*
2000-01*	773,239	1,393,630	2,166,869*

* Data were converted to coincide with the license year (April - March) after the introduction of the automated license system.

Issue commercial farm and occupational licenses:

We license occupational and commercial farm licenses (game farms, fur farms, deer farms, and shooting preserves) as well as taxidermists, bait dealers and guides.

Educate customers and license agents: Our employees who sell licenses now have easy access to information about customers' license status as well as environmental topics and rules, enabling our staff to quickly and consistently answer customer questions and sell licenses. In addition, with the introduction of ALIS, we can quickly communicate with our private license agents. Some of our education efforts include a procedures manual for agents, as well as seasonal updates and information through a newsletter. The automation of license sales facilitated the department's response to Wisconsin Act 88, which requires giving license buyers the option to be removed from lists generated from license sales activity that are provided to third parties.

Pay program operation costs: Planning licensing work, securing technical services, cooperating with other DNR programs, paying for equipment and repairs and covering insurance and salary adjustment costs are all vital to getting the job done. Without these basic services and tools, the customer service and licensing staff stationed in 31 service centers statewide would not be able to do their jobs.

Where are we going in 2001-2002?

Sell licenses and permits: Continuous improvements will be made to the Automated License Issuance System to enhance customer service. Work will continue on developing license sales over the Internet.

Issue hunter's choice and other special wildlife harvest permits:

The ALIS system has been modified to handle the issuance of duplicate permits, giving customers the entire network of ALIS locations for this service. Enhancements are expected in managing the special permit application process, with more capabilities introduced via the Internet.

Educate customers and license agents: We will continue to partner with representatives of agents to identify and improve tools used to educate license agents and our mutual customers.

How is the license program funded?

Funding Source	\$ (in millions)	Percent
Fish & Wildlife Account	5.8	51
Rest of Conservation Fund*	4.2	38
General Fund	1.1	10
Environmental Fund	0.1	1
Total	11.2	100

* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



Chapter 6

Regional Management

Providing leadership and direction to Land, Enforcement and Water staff in regions and local geographic areas

Who pays for regional management?

The Fish & Wildlife Account pays for about 32% or \$3.1 million of the \$9.6 million regional management program and 36 of its 107 positions. The additional 71 positions and \$6.5 million are provided through general purpose tax revenue, environmental funds, and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go?

Maintain contact with local government, conservation groups and citizens on fish and wildlife issues

Direct department field staff and the work they do in local geographic areas

Develop and lead citizen partnership teams in local geographic areas

Oversee consistency of decisions and policies across regions

What did your money accomplish in 2000–2001?

Maintain contact with citizens on fish and wildlife issues: Working with local partners continues as a focal point for our field managers. Contact with hunters, anglers and other citizens, gathering input on decisions, clarifying department policies and initiatives and answering citizens' questions remain high priorities.

Direct field staff and the work they do: Our managers provide leadership and direction to all DNR field staff—including those in fish, wildlife and enforcement—as these employees make daily decisions affecting natural resources in local geographic areas. This year the department began considering ways to fine-tune its field structure and management systems in response to citizen and employee feedback following several years of implementing the agency's 1995-6 reorganization.

Develop and lead local partnerships: At the local level, the DNR supports partnerships that pull together people and organizations interested in natural resources. These partners build relationships, foster communications, pool expertise and attract money and other resources. All the partnerships help set natural resources priorities in their locales. Some work to influence natural resources policies. Most take on specific projects focused on such work as habitat restoration, natural resources planning, and monitoring and data collection. The partnerships have attracted between \$350,000 and \$500,000 new (non-DNR) funds to support local natural resources work.



3.6% of each
Fish & Wildlife
Dollar



Oversee consistency of decisions and policies across regions: Communicating across program and geo-political lines, our field managers are responsible for maintaining consistent policies and enforcement decisions from program to program and region to region.

Where are we going in 2001–2002?

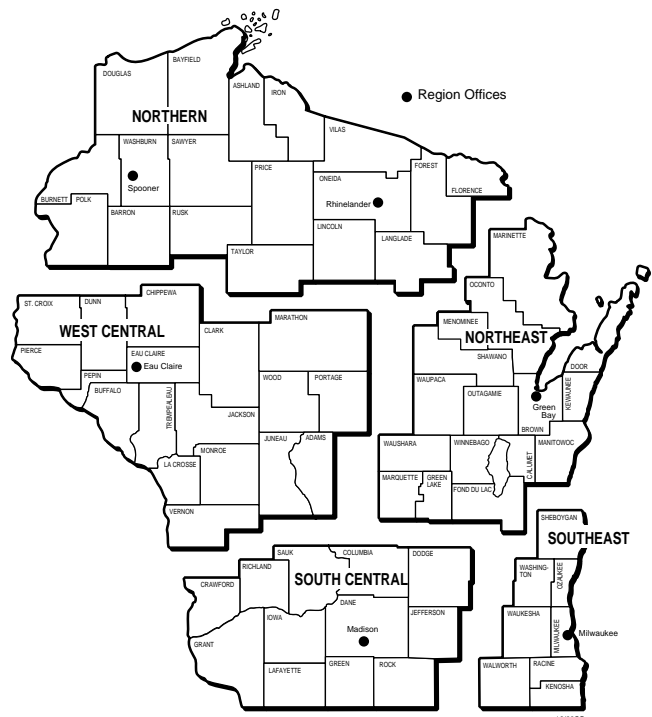
Direct field staff and the work they do: Decisions on adjustments in the department's organization and management systems will be made in 2002 with the goal of making the department more effective.

Continue building the partnerships in local geographic areas: Efforts will continue to refine and improve working relationships with the partnerships, share information and decision making with our partners, and move forward with implementing the recommendations of these teams.

Manage for consistent application of policy across programs and the state: Continue to improve communication across programs and regions resulting in improved consistency in policy application.

How is regional management funded?

Funding source	Dollars (in millions)	Percent
Fish & Wildlife Account	3.1	32
Rest of Conservation Fund*	3.1	32
General Fund	3.3	35
Environmental Fund	0.1	<1
Total	9.6	100



**Wisconsin Department of Natural Resources
2001 map of DNR regions**



Chapter 7

Administration

The business function of the department provides direction and support that helps the rest of the department's programs function

Who pay for administration?

The Fish & Wildlife Account pays for 19% or \$7 million of the \$37.4 million department administration budget and 90 of its 371 positions. The additional 281 positions and \$30.4 million are provided through general purpose tax revenue, the Environmental Fund, the Clean Water Fund, the Recycling Fund, the Petroleum Storage Cleanup Fund, the Dry Cleaner Fund, and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go?

Meet with fishing and hunting organizations, government agencies, legislators and the public

Provide legal services

Administer programs funded by fish and wildlife account

Manage collective bargaining, recruiting and hiring

Provide computer support and develop government applications

Pay bills and manage payroll, benefits and financial records

Communicate with media, citizens and teachers and involve public in decisions

Manage and distribute grants

Provide mail services and distribute publications

What did your money accomplish in 2000–2001?

Meet with fishing and hunting organizations, government agencies, legislators and the public: Natural resource policies and laws are the foundation for protecting Wisconsin's air, water, land, fish and wildlife. Involving people in developing these policies and winning public support for policies and decisions is an important part of this foundation. To gain this acceptance, we met with fishing and hunting organizations and the public, held numerous public meetings, gave speeches and worked with the governor, lawmakers, state and federal agencies and other organizations.

Provide legal services: Our legal services staff draft administrative rules and statutory language; develop contracts for land purchases, animal damage and land rights; interpret laws and represent fish and wildlife programs in a variety of legal actions.

Administer programs funded by Fish & Wildlife Account: Administrators lead and direct the staff who perform the services that support Wisconsin's fish and wildlife programs.



8.2% of each
Fish & Wildlife
Dollar



Manage collective bargaining, recruiting and hiring:

We work on collective bargaining agreements, recruit good people and manage the civil service hiring process. We provide these services for the 818 staff funded by Fish & Wildlife dollars and for the rest of the department.

Provide support for technology that continues to play an important role: Recommend standards for computer equipment and programming that help staff manage species and habitat, provide efficient enforcement of laws and move us toward e-government where information and other services are readily available to citizens online.

Pay bills and manage payroll, benefits and financial records: Maintaining good financial records and paying bills, providing payroll and benefits are vital to our organization.

Communicate with media, citizens and teachers and involve citizens in decisions: Keeping citizens informed and providing them opportunities to participate in decision-making about environmental and recreational initiatives are crucial to preserving Wisconsin's natural resources and the active lifestyles of our citizens. Our weekly news packet was sent to 1,000 media outlets that published or broadcast stories reaching citizens statewide; Wisconsin Natural Resources magazine, now in its 25th year of publishing, has reached a circulation of 140,000; and EEK!, our award-winning online magazine for kids, was visited by 140,000 users a month including thousands of children in school and at home.

In January, 2001 our new TV program for kids, Into the Outdoors, began airing on commercial TV stations in Wisconsin and neighboring states. The series, which will continue in 2002 with new stories, won a Midwest Emmy award in October.

Manage and distribute grants: Local government and nonprofit groups, clubs and individual citizens play important roles in protecting and enhancing Wisconsin's environment and providing recreational opportunities. We manage and distribute Fish & Wildlife Account funds as grants to help others improve habitat, acquire land and protect stream banks.

Provide mail services and distribute publications: Our mail and publications staff make sure our customers get the publications they request. We also are responsible for delivering mail to the DNR's central office in Madison, our 31 service centers and other state and federal agencies. It's a big and necessary job. In 2001 we distributed about 3 million fishing, hunting and trapping regulation pamphlets plus 1.8 million other publications.

How is Administration funded?

Funding source	Dollars (in millions)	Percent
Fish & Wildlife Account	7	19
Rest of Conservation Fund*	12.1	32
General Fund	14.1	38
Environmental Fund	1.8	5
Recycling Fund	0.4	1
Petroleum Storage Cleanup Fund	0.2	1
Clean Water Fund	1.7	4
Dry Cleaner Fund	0.1	<1
Total	37.4	100

*The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All-Terrain Vehicle, Magazine and Federal Indirect Funds.

Wisconsin's Fish & Wildlife Annual Report

For more specific information about the Fish and Wildlife Account, return this form.

Please send me the more detailed report information on chapter(s) _____

name _____

address _____

city _____ state _____ zip _____

We'd like to know if the information in this report was useful to you and if you have suggestions for the future Wisconsin's Fish & Wildlife Annual Reports. Please send your comments to the Wisconsin Department of Natural Resources.

Return to

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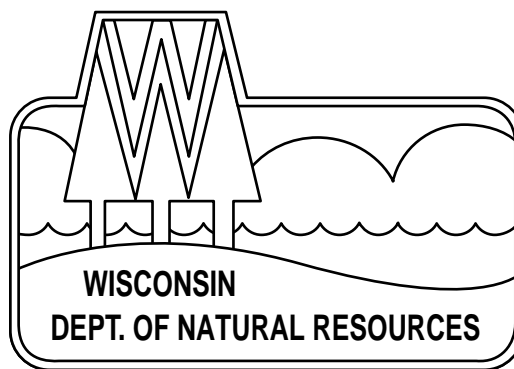
Our Mission:

To protect and enhance our Natural Resources—
our air, land and water;
our wildlife, fish and forests.

To provide a clean environment
and a full range of outdoor opportunities.

To insure the right of all Wisconsin citizens
to use and enjoy these resources in
their work and leisure.

And in cooperation with all our citizens
to consider the future
and those who will follow us.



Federal Aid Project
funded by your purchase of
hunting and fishing equipment
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